

PROGRAMS AND OPPORTUNITIES: Supports for BC's Tourism Industry

WINTER 2025



DESTINATION
BRITISH COLUMBIA®

Destination British Columbia acknowledges with gratitude the xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), and səlilwətał (Tseil-Waututh Nation) on whose shared territories we operate our main office.

We respectfully recognize that we carry out our work on the territories of First Nations throughout BC. We honour our ongoing and developing relationships with First Nations, Inuit, and Métis. We are on a path of learning and are committed to working together.



MERVILLE, Experience Comox Valley/Alistair Byrne



ROSSLAND, Destination BC/Dave Heath



HAZELTON, Northern BC Tourism/Shayd Johnson

As a tourism business, sector, or organization, there are many ways to get involved with Destination BC's activities and programs.

TRAVEL TRADE FAMILIARIZATION TOURS AND TRAVEL MEDIA PRESS TRIPS

Destination BC, in partnership with Regional Destination Management and Community Destination Management Organizations (DMOs), invites key travel trade (tour operators, receptive tour operators, travel agents) and travel media from top markets, to experience BC tourism products through familiarization tours (FAMs) and press trips. In consultation with our DMO partners, FAM itineraries are coordinated to educate travel trade and generate awareness with travel media on BC tourism experiences, which align with their consumer audience. Please contact your [Regional](#) or [Community DMO](#) to find out more.

VISITING JOURNALIST PROGRAM

The North American Visiting Journalist Program provides support to tourism industry partners to host media and travel journalists on assignment. To support your marketing and public relations objectives, Destination BC provides assistance primarily for air or ground transportation. Applicants must demonstrate that they are also making an equal investment in the press trip. *Note: while we also work closely with media from outside of North America, overseas media requests are handled by our in-market teams. For program criteria and the application form, please visit our [Travel Media page](#) to learn more.

INCREASE YOUR VISIBILITY AND HIGHLIGHT YOUR BUSINESS

SuperNaturalBC.com Listings

We are committed to featuring compelling tourism product information on our consumer website, [SuperNaturalBC.com](#). List your business and/or event on [SuperNaturalBC.com](#) for free, and you will benefit from exposure to the millions of travellers who visit the website each year. Visitors to [SuperNaturalBC.com](#) are able to search for accessible accommodation, attractions, activities, events, and experiences. Through our partnership with TripAdvisor, all business listings on [SuperNaturalBC.com](#) include information pulled directly from the related TripAdvisor listing, and businesses have the opportunity to add additional content including accessibility features, social media information, and travel offers through Destination BC's [Tourism Business Portal](#).

Travellers are looking for value, and travel offers play an important role in their trip planning to and around BC. For a tourism business, posting your travel offers on [SuperNaturalBC.com](#) provides several opportunities to stay competitive, encourage visitation during non-peak seasons, sell excess inventory, highlight new products or experiences, drive website traffic, and acquire new customers.

Don't miss out—register today. Contact BusinessListings@DestinationBC.ca.

Brand Assets & Tools

British Columbia is represented on the global stage by a family of destination brands, including Super, Natural British Columbia® and six new iconic destination brands. Together, these brands establish BC as a premier destination by providing international travellers with compelling reasons to travel to BC.

Businesses and organizations throughout BC's tourism industry are encouraged to support and align with these brands by learning about them and the opportunities they offer, helping strengthen our voice as a province.

Destination BC's photo and video assets are available to the tourism industry and travel media for the purposes of promoting travel to and within BC. These assets can be accessed through the [BC Content Hub](#).

Toolkits for each brand are available to industry partners.

To learn more about the Super, Natural British Columbia® family of brands and resources available to industry partners, visit www.destinationbc.ca/brands.



TOFINO, Destination BC/Jordan Dyck

Inspire BC Travel

Tourism businesses and organizations are encouraged to share short-form vertical videos, photos, and articles that highlight the diverse travel experiences in BC, including hidden gems, outdoor adventures, local culture, and Indigenous tourism.

You can tag [@SuperNaturalBC](#) and use [#exploreBC](#) on Instagram, Facebook, and TikTok to help surface content for potential sharing across various platforms. Mentioning [SuperNaturalBC](#) in Instagram Stories allows for engagement and consideration for reposting. Engaging with social media is essential to staying connected, and joining consumer communities on Facebook, Instagram, TikTok, and YouTube can help you follow the latest travel inspiration. If your organization is featured in a post, we encourage you to participate in the conversation.



VICTORIA, Destination BC/Jordan Dyck



FORT NELSON,
Northern BC Tourism/Chris Gale



SMITHERS, Northern BC Tourism/Andrew Strain



LILLOOET, GOLD BRIDGE,
Cariboo Chilcotin Coast/Jonny Bierman



YELLOWPOINT,
Tourism Cowichan/Peter O'Hara



KELOWNA, Tourism Kelowna/Danika Lee

Visitor Services Network

There are more than 130 community-owned Visitor Centres throughout BC that make up our Visitor Services Network. Each year, community Visitor Centres serve millions of people at their physical locations and around their communities. Many Visitor Centres provide customer service outreach through social media before visitors arrive, while they are here, and after they return home. Trained Tourism Visitor Information Counsellors are often a visitor's first point of contact in a community. Do they know what your business or community has to offer? Have they experienced your offerings first hand? Educate your local Tourism Visitor Information Counsellors by contacting the Visitor Centre, directly. If your community does not have a Visitor Centre, a list of communities participating in our Visitor Services Network Program can be obtained by contacting CommunityVisitorCentres@DestinationBC.ca.

Product Presentations

Share what's new in your destination or business to help us promote your products through travel trade, travel

media, social media, content marketing, and other related activities. Product presentations from DMOs, sector organizations, or tourism businesses can be arranged with our teams by contacting DBC.Events@DestinationBC.ca.

Invest in Iconics Strategy DIFFERENTIATING BC ON THE WORLD STAGE

The [Invest in Iconics Strategy](#) is a long-term plan to grow the benefits of tourism across BC through the integration of place branding and destination development. In collaboration with Indigenous Tourism BC, the tourism industry, and communities across the province, we are creating globally compelling routes and places that span BC.

Through this strategy, and in today's increasingly competitive global travel sector, six new destination brands within the Super, Natural British Columbia® brand family are strengthening and differentiating BC's market position while strategically spreading tourism benefits across all places and seasons. These new route and place brands join Destination Ski and Vancouver & Area as globally compelling reasons to visit BC.

The Super, Natural British Columbia® Brand Family

The Super, Natural British Columbia® brand family includes six compelling destination brands that bring the province's diverse experiences into sharp focus for international travellers. These include:

[BIRTHPLACE OF ADVENTURE](#)

[NATURE'S HEARTLAND](#)

[RAINFOREST TO ROCKIES](#)

[THE GREAT WILDERNESS](#)

[THE INFINITE COAST](#)

[VALLEYS & VINEYARDS](#)

Each destination brand represents a distinct journey through the extraordinary nature, culture, and adventure in BC that creates clear pathways for visitors to discover exactly what calls to them.

These unified expressions of what makes BC special each play a unique role within our brand ecosystem. Together, they transform the incredible diversity in BC into inspiring, accessible narratives that help travellers move from dreaming to booking.

STAY CONNECTED

Stay up-to-date on industry news, research, marketing campaigns, destination development activities, announcements, events, and partnership opportunities. Here's how:

- Subscribe to **Directions**, Destination BC's industry newsletter. Visit DestinationBC.ca/subscribe to sign up.
- Follow our industry-facing channels for timely and relevant tourism industry news (#BCTourismCounts):
 - ◇ LINKEDIN linkedin.com/company/destinationbritishcolumbia
 - ◇ YOUTUBE youtube.com/DestinationBritishColumbiaCorporate
- Amplify your consumer-facing social media reach by engaging with, and subscribing to: #exploreBC
 - ◇ FACEBOOK [@SuperNaturalBC](https://facebook.com/SuperNaturalBC)
 - ◇ INSTAGRAM [@SuperNaturalBC](https://instagram.com/SuperNaturalBC)
 - ◇ TIKTOK [@SuperNaturalBC](https://tiktok.com/@SuperNaturalBC)
 - ◇ YOUTUBE [@SuperNaturalBC](https://youtube.com/@SuperNaturalBC)
- Use the #exploreBC hashtag. Share your tourism-related photos and reach an international audience, and encourage your guests to do the same.
- Help us share and amplify your social media content by setting up alerts for our social media team every time you upload a new video. Contact SocialMedia@DestinationBC.ca to establish a cross posting relationship with us.

LEARN WITH US AND STRENGTHEN YOUR NETWORK

Learning Centre

Open 24/7, access free resources and tools, featured articles, videos, programs, and workshops to help amplify your marketing efforts, enrich your visitors' experiences, and generate tangible business results. Learn something new today! Visit DestinationBC.ca/Learning-Centre.

Destination Development

We partner with Indigenous Tourism BC, the Ministry of Tourism, Arts, Culture and Sport, and the RDMOs to support the ongoing viability of BC's tourism sector. Our Destination Development team facilitates the collaboration of local, regional, and provincial agencies; First Nations; DMOs; tourism operators; and other community interests to identify opportunities that guide the long-term sustainability of tourism destinations and experiences. These efforts align with community aspirations and values and are informed by the principles of destination stewardship to ensure that tourism benefits local communities. Across the province, multiple 10-year destination development strategies have been created, along with regionally specific strategies.

To learn more about our work and its benefits for communities, visit: www.destinationbc.ca/what-we-do/destination-management/destination-development/ destinationdevelopment or contact DestinationDevelopment@DestinationBC.ca.

Research, Analytics, & Insights

Strengthen your competitive advantage through BC tourism industry performance insights, and the characteristics, preferences, and attitudes of travellers to BC. We conduct research, and share data and insights on various aspects of the tourism industry which can assist you in identifying new markets, products, and services. These insights can help you monitor and track industry performance at the provincial level or in your region or community, and can serve to improve the quality of tourism experiences in BC.

To learn more, visit <https://destinationbc.ca/research-insights/> or contact the [Research & Analytics team](#).

ACCESS FUNDING FOR TOURISM MARKETING

Co-Operative Marketing Partnerships Program

Destination BC’s Co-operative Marketing Partnerships Program is an application-based program that provides marketing and promotion support to community consortiums and sector organizations in BC. The program has an annual budget of approximately \$4 million, distributed widely across the province. Its goals are to increase BC tourism revenues by driving consumer demand, and to maximize marketing impact by leveraging both public and private funds. The program also aims to align industry marketing efforts with provincial and regional initiatives. To find out more about the program and the application process visit www.destinationbc.ca/what-we-do/funding-sources/co-op-marketing/ or contact [Coop@ DestinationBC.ca](mailto:Coop@DestinationBC.ca).

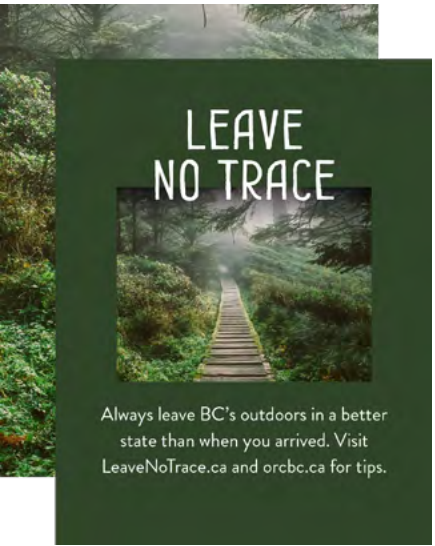
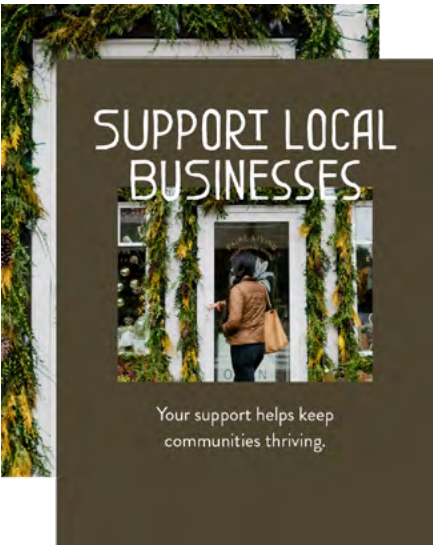
Municipal and Regional District Tax

The Municipal and Regional District Tax (MRDT) program is jointly administered by the Ministry of Finance, the Ministry of Tourism, Arts, Culture and Sport, the Ministry of Housing and Municipal Affairs, and Destination BC. On behalf of municipalities, regional districts, and eligible not-for-profit business associations, the MRDT is a two or three percent tax applied to sales of short-term accommodation provided in participating areas of BC. The program enhances tourism in BC by providing funding for local tourism marketing, development programs, and projects, along with affordable housing initiatives. To learn more, visit [www.destinationbc.ca/ what-we-do/funding-sources/mrdt/](http://www.destinationbc.ca/what-we-do/funding-sources/mrdt/) or contact [MRDT@ DestinationBC.ca](mailto:MRDT@DestinationBC.ca).

BC TOURISM CLIMATE RESILIENCY INITIATIVE

The [BC Tourism Climate Resiliency Initiative](#) (BCTCRI) was developed to help tourism businesses across British Columbia adapt to the impacts of climate change. Designed to strengthen the sector’s long-term resiliency, the initiative aligned with the sustainability and adaptation goals outlined in provincial strategies.

Grounded in three key goals, the initiative aimed to: help BC’s tourism industry better prepare for climate change; support the use of a standard set of tools to track, measure, and improve sustainable practices, and climate adaptation efforts; and lay the foundation for a long-term, sector-wide approach to sustainability and climate adaptation. This foundational work produced a provincial report and a [snapshot series](#), summarizing current sustainability practices and climate preparedness within the tourism sector. A [guide](#) was also developed, outlining practical actions businesses can take to measure and track their own sustainability performance. To learn more visit [www.destinationbc.ca/ what-we-do/destination-management/bc-tourism-climate-resiliency-initiative/](http://www.destinationbc.ca/what-we-do/destination-management/bc-tourism-climate-resiliency-initiative/) or contact [DestinationStewardship@ destinationbc.ca](mailto:DestinationStewardship@destinationbc.ca).



KNOW BEFORE YOU GO GRAPHICS

EMERGENCY PREPAREDNESS

BC Tourism Emergency Management Framework

Created by BC’s Tourism Emergency Management Committee (TEMC), the BC Tourism Emergency Management Framework provides a unified structure to support tourism partners and visitors on matters related to the four pillars of emergency management: mitigation, preparedness, response, and recovery. The Framework helps to reduce the industry’s vulnerabilities and risks and lessen the potentially adverse impacts to visitor experiences during emergencies. The TEMC membership includes Destination BC, The Ministry of Tourism, Arts, Culture and Sport, the Tourism Industry Association of BC, BC Destination Management Organization Association, Indigenous

Tourism BC, the BC Regional Tourism Secretariat, and Emergency Management and Climate Readiness. To learn about the Framework, visit www.destinationbc.ca/what-we-do/destination-management/emergency-preparedness/.

EmergencyResources

Emergencies can happen at any time, and seasonal transitions can put us at even greater risk of major weather events such as flooding and wildfires. Destination BC has key visitor-facing [Know Before You Go](#) information, and a webpage dedicated to [emergency preparedness resources](#) for the tourism industry, including key agencies, links to newly updated messaging, and action guidance with shareable

responsible travel graphics. Visit the webpage to access the guides, download the graphics, and prepare your organization.

Guides and Plans for Tourism Operators

In partnership with PreparedBC, BC’s TEMC has created step-by-step guides to prepare tourism businesses and their staff for emergencies, with templates and tools to help operators easily plan a fast and effective response. Visit the following links for the [Guide for Tourism Operators](#) and [Emergency Plan for Tourism Operators](#), or to learn more, visit: www2.gov.bc.ca/gov/content/safety/emergency-preparednessresponse-recovery/preparedbc.



VERNON, Kai Jacobson



KITIMAT, Northern BC Tourism/Andrew Strain



GOLDEN, Destination BC/Reuben Krabbe

